

ANNUAL REPORT FOR UPTOWN PARTNERSHIP, INC.

(Contract Year October 1, 2002 – September 30, 2003)

Uptown Partnership Mission Statement

With a sense of community, we work to improve Uptown by providing solutions for increased parking options, safe friendly streets, and economic revitalization.

Uptown Partnership Vision Statement

We are committed to development of a vibrant Uptown community through creative collaborations which will enhance the vitality of our businesses, sustain the health of our residential community, and promote a model cohesive neighborhood.

Uptown Partnership moves into its sixth year of operation. A dedicated Board of Directors, who live and do business in the Uptown area and have a keen sense of the parking challenges faced by this vibrant neighborhood, is working hard to implement components of the Mobility Plan. This past year has been both a year of change and a year of action. The Partnership will continue to work with the public and City on these various tasks. The following report is a summary of those activities.

JEFFERY TOM, Executive Director

CINDY LEHMAN, Board President

PLANNING

In the fall of 2000, the Board of Directors reviewed the Uptown Partnership Strategic Mobility Plan in order to establish priorities for planning activities over the following year. The Board also established a Planning Committee, which meets regularly to discuss short- and long-range planning and land-use issues. Planning discussions continued in May 2001 when the Board conducted a strategic planning retreat to continue to refine the organization's overall work plan. This plan, prepared by the Partnership's Board, has resulted in the implementation of projects, and the plan was subsequently adopted by City Council in early 2001 as part the Partnership's ongoing program. The following items are a summary of the Partnership's current projects:

ACCOMPLISHMENTS

1) Mapping On-Street Parking Conditions in Central Hillcrest and Mission Hills-The Strategic Mobility Plan identified the need for a parking management plan to cover both on-street and off-street in Uptown. The central Hillcrest area was identified as the area with the greatest parking need. Consequently, staff developed an on-street parking inventory for the central Hillcrest area. The inventory surveyed the number of on-street parking spaces, parking time limits, adjacent land uses and related elements such as street lights and trees. In 2003, staff completed the data collection of central Hillcrest as well as Washington Street from Ibis Street to 5th Avenue and University Avenue from 1st Avenue to Park Boulevard. A graphic database was assembled and forwarded to City Traffic Engineering for analysis and implementation.

2) Update Off-Street Parking Inventory – In 2002, the Uptown Partnership updated an existing database of off-street parking inventory - a survey of parking lots and structures in the core Hillcrest area. Staff surveyed and documented in the central Hillcrest area a number of public/private parking spaces, ownership and parking management information and lot pricing of over 30 locations. This information was used to update information on the Uptown Community Parking Map.

3) Feet First and Pedestrian Mobility Study – The **Feet First** project is the Uptown Partnership's most comprehensive and community-oriented initiative to date. In collaboration with **WalkSanDiego**, a local pedestrian advocacy group, the **Feet First** project was unveiled in early 2002 to promote pedestrian activity in the Uptown area and to encourage residents and visitors to walk in neighborhoods, and advocate for safer walking conditions. The Partnership's strategy is to raise awareness among residents and business owners of the need for physical improvements to ensure pedestrian safety, promote walking to neighborhood business to increase health while supporting local merchants, and to implement traffic calming or other safety improvements as part of a demonstration project.

In late 2002 to mid-2003, the Partnership hosted eight walking tours throughout Uptown and Balboa Park to audit the pedestrian environment, and to promote Uptown as a walkable community. Over 200 visitors have enjoyed these walks ranging from a hike through Florida Canyon in Balboa Park to a fitness walk through Hillcrest and Bankers Hill.

The first year of **Feet First** culminated in a draft pedestrian Strategic Plan, written by **WalkSanDiego**, to provide a framework and plan for improving walkability in the Uptown area. The Board adopted the report in early 2003.

The Partnership, in collaboration with WalkSanDiego also hosted the **1st Annual Just for the Health of It! Walking, Health and Fitness Fair** in March 2003 to help promote the healthy aspects of walking as well as advocate for walkable

communities. The fair consisted of walking and fitness exhibitors, educational workshops, guided walks, and a ‘walkable communities’ information panel. The fair attracted over 75 attendees.

4) 4TH/5TH/6TH Avenue Traffic Calming Study – Due to findings contained in the pedestrian Strategic Plan, vehicular speeding along 4th/5th/6th Avenue between Washington Street and the freeway I-5 “S-curve” has been an ongoing community issue. In early 2003, the Uptown Partnership embarked on a study to reduce speeding through traffic-calming measures consistent with the City of San Diego’s Street Design Manual. A project steering committee consisting of community business owners and residents, City Traffic Engineering and Planning Department representatives, Traffic Police officers and MTDB representatives has been meeting regularly through 2003 to develop a draft plan for the study area. The Partnership hosted a community meeting in April 2003 to solicit input – over 100 residents and business owners attended. A follow-up community meeting is set for October 2003 to unveil the first draft of the master plan.

5) Wayfinding Signage System – The Uptown Partnership completed the installation of approximately 30 Wayfinding signs in the central Hillcrest area. The identification of existing parking facilities in central Hillcrest was determined to be the initial element of the district’s signage program. This program is based on the off-street parking inventory, noted above. Both entry signs identifying parking facility locations and signs located on each participating facility are part of this program.

6) Central Hillcrest Parking Study and Evaluation of Additional Off-Street Parking in Central Hillcrest- The Partnership commissioned a Central Hillcrest Parking Study in mid-2002 and completed in early 2003 to estimate the future demand for parking in Central Hillcrest and to update the parking information in the Strategic Plan.

This was the first time that the Partnership conducted a study to forecast parking deficiency in the central Hillcrest area. The study concluded that by the year 2020, a significant public parking deficiency of approximately 600 spaces will exist if the area continues to redevelop with small projects – a smaller number, 425 spaces, would be required by that time if the area redevelops with larger (lot consolidation) projects. This project was initiated as part of the Partnership’s analysis and search for a potential new parking facility location in Hillcrest.

7) Phase I of the Washington/Goldfinch Intersection Improvements in Mission Hills – In 2002, the Uptown Partnership worked closely with the City’s Community and Economic Development Department and the Mission Hills Association to improve the intersection of West Washington and Goldfinch Streets in Mission Hills. This intersection is a major thoroughfare for both the central Mission Hills business district and a gateway to the Uptown community. The project, as identified in the Mission Hills Beautification Plan, consists of curb bulb-outs, pedestrian crosswalk enhancements, landscaping and a new signal light

that will enhance pedestrian safety and traffic circulation. Partnership boardmembers and staff continue to work on the refinements of this project with the City. In 2003, the Board allocated \$168,000 towards the project - to date, the largest investment by the Partnership for an infrastructure project.

8) Phase II of the Hillcrest Beautification Project –Project focuses on the intersection of University Avenue and Normal Street, just east of the three landscaped medians that were completed as part of Phase I. The Uptown Partnership will work with City consultants and the Hillcrest Association to develop a project that will include a public plaza, an art project, additional parking and pedestrian upgrades in and around the intersection. The Uptown Partnership has earmarked up to \$123,000 towards the construction costs.

Prior to Phase II, the City will rehabilitate the sidewalks along the south side of University Avenue, between Vermont and Herbert Streets. The project is set to begin in early 2003, and the Partnership will work with Hillcrest Association to meet weekly with the effected property/business owners to mitigate construction impacts.

9) Utility Art Box Project – During 2002-2003, the Partnership, with the volunteer help of local artists and graphic designers, painted additional utility and transformer boxes that dot the streetscape of Hillcrest, bringing the total number of decorated boxes to 60. The brightly-painted boxes reflect the vitality of the neighborhood and provide added visual value to both the pedestrian and driving experience. Since community response has been positive, the Partnership will continue the project in future phases. The Uptown project provides a visual link to Centre City's Urban Art Trail, projects in University Heights and the North Park Street Gallery.

10) Lead Pedestrian Indicators – In spring, 2003, lead pedestrian indicators were installed in several locations in central Hillcrest to improve pedestrian safety at busy intersections. LPIs have been installed at 4 intersections and provide pedestrians a 5-second lead to cross the street.

11) MTDB Transit First Project – In 2003, the Uptown Partnership participated in the citizens' oversight committee sponsored by the Metropolitan Transit Development Board (MTDB) after their board approved the Centre City/SDSU corridor as the site of the Transit First Showcase Project in Uptown. The Partnership is concerned with the project impacts along Park Boulevard and effects on available on-street parking and station configurations.

12) Employee/Business Manager Transportation to Work Survey – The Partnership conducted a small survey of employee parking trends in the central Hillcrest area. This survey asked employees and business owners where and when they parked in the central Hillcrest area, and to identify parking trends of people who work in the 16-block area. The survey found that most employees parked during the hours of 8a.m.-5p.m. and within 2 blocks of their place of employment.

The City of San Diego will sponsor a more comprehensive survey of employee parking in late 2003.

MARKETING/PUBLIC RELATIONS

The Board established a Marketing Committee to oversee the marketing and promotion of Uptown Partnership. The committee meets regularly to discuss and design marketing strategies for projects and to disseminate information about the mission of Uptown Partnership. The following items are a summary of the Partnership's current Marketing-related projects:

- 1) www.uptownpartnership.org -The Uptown Partnership website www.uptownpartnership.org was updated in 2003. Staff is able to keep up-to-date information about meetings on the Partnership's website. This capability allows the web site to be used an information tool for the community.
- 2) ***Uptown Partnership Report*** – In summer 2003, the Partnership introduced the *Uptown Partnership Reporter*, a newly designed full-color newsletter that replaced the Report. The Uptown Partnership will produce the newsletter quarterly. This publication is sent to a mailing list of over 2,000 addresses and is posted on the Partnership's website.

PARKING METER PROGRAM

In order to make parking meters more user-friendly, the Uptown Partnership has embarked on projects to improve the interaction between user and parking meter. In FY2003 the Uptown Partnership sold over 2,500 parking meter debit cards with a total value of over \$7,800 at the Uptown Information Kiosk and business office, and its vendors -University Heights Community Development Corporation, Boulevard Business Improvement District, the Hillcrest Association, Hillcrest Farmers Market, and Hillcrest ACE Hardware. People using these cards are pleased with the ease of using parking meters. Between November 2002, and May 2003, the City of San Diego was unable to produce additional parking meter card stock; hence, the Partnership's reloading terminal program was an alternative to selling new parking cards. During this time, the Partnership maintained a mailing list of over 250 names and contacted these individuals when new cards were available.

- 1) **Parking Meter Reloading Terminal Program** - The Partnership also continued providing reloading terminal service through 2003 to add additional time to existing parking meter debit cards. Reusing parking meter cards provides cost savings to the program as well as reduce the amount of parking cards going into the landfill. During FY2003, the Partnership sold over \$8,000 in reloading time at the Uptown Information Kiosk as well as the Partnership's office. Reloading time was also sold at the Hillcrest Association and Hillcrest ACE Hardware.

2) Multispace Parking Meter Demonstration Project – Partnership staff is also working on second multispace parking meter demonstration project to be located in Mission Hills to demonstrate a parallel parking configuration in the Uptown area. This multispace parking meter will service 6 spaces simultaneously and minimize clutter on the narrow sidewalk on Ft. Stockton Street between Goldfinch and Hawk Streets. The second demonstration site will be installed early 2004.

UPTOWN INFORMATION KIOSK

As the “front office” of the Uptown Partnership, the Uptown Information Kiosk is a community service that provides information and sales of transit passes and parking meter debit cards. The Uptown Partnership Information Kiosk program was established March 1999 as a joint project with Uptown Parking District, California Bank & Trust and Metropolitan Transit Development Board (MTDB), and celebrated its fourth year at its present location at 5th Avenue and University Avenue in February 2002. In FY2003 the kiosk sold over 7,200 bus passes, DayTrippers, and Universal Tokens with a value of over \$147,000. Kiosk Ambassadors also answered over 1,500 questions about Hillcrest and San Diego, and provided transit information to many visitors, some from as far away as Chile, Singapore and New Zealand.

COMMUNITY RELATIONS

The Uptown Partnership will appear before the San Diego City Council later this year for the annual review of the parking meter program and to approve the annual operating contract. During the year we have kept Mayor Dick Murphy, City Council representatives Michael Zucchet, Toni Atkins and State Assemblymember Christine Kehoe apprised of the work of the organization.

In the previous fiscal year, the City Council’s Public Safety and Neighborhood Services Committee conducted a review of the Parking Meter District program and established a Parking and Mobility Task Force at the request of the City’s three parking meter districts. The Task Force met through 2003 and have accomplished the following items: developed language for a “Parking 101” brochure, and lobbied successfully for a revision to City Council Policy to streamline the process of installation of angled parking.

MICROLOAN PROGRAM

The Partnership’s Uptown Micro Loan Program, which began in October 1999, provides loans of up to \$25,000 for qualified small businesses in the Uptown area. The program currently serves all small businesses in San Diego County. In 2003, Boardmember and SCORE (Service Corps of Retired Executives) volunteer George Kissling contacted and counseled clients throughout the year.

WHAT'S IN STORE IN FY2004

Looking forward, the Uptown Partnership will focus on its core objective – to develop more parking in the Uptown area. There will be additional focus this year to develop a parking facility in the central Hillcrest area. Other project planned for the new fiscal year include the second annual **Feet First Just for the Health of It! Walking Health and Fitness Fair** in early 2003, to finalize the master plan for the 4th/5th/6th Avenue Traffic Calming Project in Bankers Hill/Park West/Hillcrest, a workshop on New Urbanism in mid-2004, a pedestrian safety campaign tailored for the Uptown area, 4 more phases of the Utility Art Box Project and the unveiling of a new marketing program for parking meter debit cards. The Partnership will continue to work closely with community and business organizations along with the City. Together, we can create a better neighborhood for all to enjoy.

UPTOWN PARTNERSHIP BOARD OF DIRECTORS AND STAFF**Board of Directors**

Cindy Lehman, President
 Robert Orphey, Vice-President
 Greg Nowell, Secretary
 Ron Baranov, Treasurer
 Bruce Dammann, Member
 Bob Doyle, Member
 George Kissling, Member
 Bob Grinchuk, Member
 David Brennan, General Counsel

Staff

Jeffery Tom, Executive Director
 George Franck, Project Manager
 Giovanna Solimine, Operations Manager
 Howard Bresner, Bookkeeper
 Blake Hepburn, David Eng, Volunteer Interns
 Luis Meija, and Barry Cordero, Kiosk Ambassadors

Uptown Partnership Project Management - Budget

October 1, 2003 through June 30, 2004

Budget adopted September 4, 2003 by Uptown Partnership Board of Directors

Draft: dated July 10, 2003

Revised: August 25, 2003

| BUDGET/CATEGORY | AMOUNT | | | | | | | | | | | | | | | | |
|---|-----------------------------|-----------------|-------------------------------|--|--|-------------------------|-----------------------------|-------|---------|--------|---------|--------|--------|---------|--------|-------|--------|
| | | Current Year | | | | | | | | | | | | | | | |
| I. PROJECTS | | | | | | | | | | | | | | | | | |
| <i>Board Oversight - Planning Committee</i> | | | | | | | | | | | | | | | | | |
| <i>Staff - Jeffery Tom</i> | | | | | | | | | | | | | | | | | |
| <i>Consultant - George Franck</i> | | | | | | | | | | | | | | | | | |
| A. Develop Off-Street Parking Facility | 100,000 | * | | | | | | | | | | | | | | | |
| 1. Feasibility study (\$30,000) | | | | | | | | | | | | | | | | | |
| 2. Scoping (\$10,000) | | | | | | | | | | | | | | | | | |
| 3. Engineering/Design (\$60,000) | | | | | | | | | | | | | | | | | |
| B. Utility Art Box Project Phase V (expansion to Bankers Hill, Park West and Mission Hills) | 15,000 | * | | | | | | | | | | | | | | | |
| C. Fourth/Fifth/Sixth Avenue Traffic Calming Project (complete conceptual designs, implementation | 15,000 | * | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | |
| <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="3" style="text-align: center;">CAPITAL PROJECTS CONTRIBUTION</th> </tr> <tr> <th style="text-align: center;">Committed/ carryover</th> <th style="text-align: center;">This year's contribution</th> <th style="text-align: center;">Total</th> </tr> </thead> <tbody> <tr> <td style="text-align: right;">116,700</td> <td style="text-align: right;">51,300</td> <td style="text-align: right;">168,000</td> </tr> <tr> <td style="text-align: right;">98,000</td> <td style="text-align: right;">25,000</td> <td style="text-align: right;">123,000</td> </tr> <tr> <td style="text-align: right;">25,000</td> <td style="text-align: right;">5,000</td> <td style="text-align: right;">30,000</td> </tr> </tbody> </table> | | | CAPITAL PROJECTS CONTRIBUTION | | | Committed/ carryover | This year's contribution | Total | 116,700 | 51,300 | 168,000 | 98,000 | 25,000 | 123,000 | 25,000 | 5,000 | 30,000 |
| CAPITAL PROJECTS CONTRIBUTION | | | | | | | | | | | | | | | | | |
| Committed/ carryover | This year's contribution | Total | | | | | | | | | | | | | | | |
| 116,700 | 51,300 | 168,000 | | | | | | | | | | | | | | | |
| 98,000 | 25,000 | 123,000 | | | | | | | | | | | | | | | |
| 25,000 | 5,000 | 30,000 | | | | | | | | | | | | | | | |
| D. Mission Hills/Goldfinch Project Phase I [carryover (\$116,700) plus \$51,300] | | * | | | | | | | | | | | | | | | |
| E. University Avenue Beautification Project Phase II [carryover (\$98,000) plus \$25,000] | | * | | | | | | | | | | | | | | | |
| F. Pedestrian Scramble at Fifth and University Avenues | | * | | | | | | | | | | | | | | | |
| G. On-street parking inventory map for parking space reallocation - implementation | 10,000 | * | | | | | | | | | | | | | | | |
| H. Consultant reserve: this reserve will be used to provide planning or engineering assistance, as | | | | | | | | | | | | | | | | | |
| needed, for the projects A through G as listed above | 25,000 | | | | | | | | | | | | | | | | |

| | | | | |
|---|-----------|----------------|-----------|----------------|
| I. Salaries | | | | 31,335 |
| 1. Executive Director (40% x \$47,250 = \$18,900) | | | | |
| 2. Operations Manager (30% x \$25,200 = \$7,560) | | | | |
| 3. Planning Associate (50% x \$9,750 = \$4,875) | | | | |
| TOTAL PROJECTS: | \$ | 239,700 | \$ | 81,300 |
| | | | \$ | 517,335 |

II. STRATEGIC PLANNING

Board Oversight - Planning Committee

Staff - Jeffery Tom

Consultant - George Franck

| | | | | |
|--|-----------|----------|-----------|---------------|
| A. Address traffic congestion and pedestrian mobility in Hillcrest | | | | 2,500 |
| B. Address traffic circulation and pedestrian issues in Mission Hills | | | | 2,500 |
| C. Public transit coordination / Transit First interface | | | | 2,500 |
| D. Compile approved and proposed development projects in the Uptown area in a comprehensive manner, analyzing the combined traffic and community impacts of these projects | | | | 2,500 |
| E. New Urbanism workshop | | | | 5,000 |
| F. Board development and training | | | | 4,000 |
| G. Community interface: meetings, noticing, postage | | | | 5,000 |
| H. Consultant reserve: this reserve will be used to provide planning or engineering assistance, as needed, for the projects A through I as listed above | | | | 25,000 |
| I. Salaries | | | | 23,933 |
| 1. Executive Director (35% x \$47,250 = \$16,538) | | | | |
| 2. Operations Manager (10% x \$25,200 = \$2,520) | | | | |
| 3. Planning Associate (50% x \$9,750 = \$4,875) | | | | |
| TOTAL STRATEGIC PLANNING | \$ | 0 | \$ | 0 |
| | | | \$ | 72,933 |

III. PUBLIC INFORMATION

Board Oversight - Marketing Committee

Staff - Giovanna Solimine

| | | | | | |
|---|--|--|--|--------|---|
| A. Newsletter (\$2,666/issue, quarterly; for 3 issues) | | | | 8,000 | * |
| B. Feet First!/Walk Uptown! Campaign | | | | 12,000 | * |
| 1. Second annual Walking, Health and Fitness Fair (March 2004) [\$5,000*] | | | | | |

| | | | | |
|--|-----------|----------|-----------|---------------|
| 2. Pedestrian safety campaign [\$5,000*] | | | | |
| 3. Additional Feet First! Walking tours [\$2,000] | | | | |
| C. Uptown Information Kiosk | | | | 22,160 |
| 1. Operations/Personnel (1,440 hours @ \$10.50 = \$15,120) | | | | |
| 2. Space rental (\$500/month = \$4,500*) | | | | |
| 3. Telephone (\$60/month = \$540*) | | | | |
| 4. Maintenance and repairs (\$2,000) | | | | |
| D. Consultant reserve: this reserve will be used to provide public relations support, arts and graphics development, etc., as needed | | | | 15,000 |
| E. Marketing Supplies | | | | 7,000 |
| F. Salaries | | | | 12,285 |
| 1. Executive Director (10% x \$47,250 = \$4,725) | | | | |
| 2. Operations Manager (30% x \$25,200 = \$7,560) | | | | |
| TOTAL PUBLIC INFORMATION: | \$ | 0 | \$ | 0 |
| | | | \$ | 76,445 |

IV. ADMINISTRATION*Board Oversight - Operations Committee**Staff - Jeffery Tom*

| | | | | | |
|--|-----------|----------|-----------|---------------|---|
| A. Office Rental (9 months @ \$1,800/month) | | | | 16,200 | * |
| B. Insurance (annual premiums) | | | | 11,000 | * |
| C. Office and computer supplies and services | | | | 15,000 | * |
| D. Postage and printing | | | | 9,000 | * |
| E. Equipment, including copy machine, postage machine, computers | | | | 7,500 | * |
| F. Telephones, internet (landlines @ \$200/month, internet @ \$35/month) | | | | 2,115 | * |
| G. Bookkeeping support (150 hrs @ \$30/hour) | | | | 4,500 | * |
| H. Annual audit | | | | 4,000 | * |
| I. Salaries | | | | 14,647 | * |
| 1. Executive Director (15% x \$47,250 = \$7,087) | | | | | |
| 2. Operations Manager (30% x \$25,200 = \$7,560) | | | | | |
| TOTAL ADMINISTRATION: | \$ | 0 | \$ | 0 | |
| | | | \$ | 83,962 | |

| | | | | | | |
|---------------|-----------|----------------|-----------|---------------|-----------|----------------|
| TOTAL: | \$ | 239,700 | \$ | 81,300 | \$ | 750,675 |
|---------------|-----------|----------------|-----------|---------------|-----------|----------------|

| | | |
|---|-----------|------------------|
| Total budget and capital contribution | \$ | 750,675 |
| Capital contribution** | \$ | (321,000) |
| Net operating budget for current fiscal year | \$ | 429,675 |

* Note: asterisk (*) indicates hard costs or any costs associated with a project that is not staff salary, wages or UPI consultant.

** Capital contribution (**) indicates contribution towards Uptown infrastructure (capital) improvement projects

PARKING METER DISTRICT ADMINISTRATIVE NOTE:

| | | |
|--|--------|--------------------|
| As of 9/30/2003: | \$ | 1,018,676 |
| Projected roll-over amount through contract 10/2002 - 09/2003: | \$ | 1,018,676 |
| FY 2003 allocation: | \$ | 531,485 |
| Total contract amount 10/2003 - 06/2004 not to exceed: | \$ | 1,550,161 |
| Total budget 10/2003 - 06/2004: | \$ | 750,675 |
| Reserves/balance of funds encumbered for parking facility | \$ | 799,486 |